

CLAIMS

1. A method for providing information in a document, including:
establishing personalized user content preferences;
5 selecting and formatting information corresponding to the content preferences;
and
printing the formatted information in a document with at least one user
interactive element which enables a user to indicate a response to associated information
in the document by interacting with the element using a sensing device which is adapted
10 to transmit response data to a computer system.
2. A method as claimed in claim 1, wherein the response indicates a future content
preference.
- 15 3. A method as claimed in claim 1, wherein the preferences include a
predetermined proportion of the content which is to be advertising material.
4. A method as claimed in claim 1, wherein advertising material is printed in the
document and the placement of the material is determined on the basis of the content
20 preferences and the formatting of the information.
5. A method as claimed in claim 1, wherein advertising material targeted to
content of the formatted information is placed in proximity to related subject matter of
the formatted information.
- 25 6. A method for providing information as claimed of claim 1, wherein at least a
portion of the content preferences is derived from demographic data of the user.



8. A method as claimed in claim 7, wherein the further information is a product brochure.

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13. A method as claimed in claim 1, wherein the sensing device includes an identification code specific to a particular user and the method includes monitoring use of the sensing device in the computer system.

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14. A method as claimed in claim 1, including printing the document on demand.
15. A method as claimed in claim 10, including printing the formatted information on a surface of a surface-defining structure and, at the same time, printing the coded data on the surface.
16. A method as claimed in claim 15 which includes printing the coded data to be substantially invisible in the visible spectrum.
17. A method as claimed in claim 10, including retaining a retrievable record of the printed document, the document being retrievable using the identity data as contained in the coded data.
18. A method as claimed in claim 1, including distributing a plurality of documents using a mixture of multicast and pointcast communications protocols.
19. A method as claimed claim 1, in which the document is printed on multiple pages and in which the method includes binding the pages.
20. A system for providing information in a document including:
- a computer system with a publication server adapted to access personalized user content preferences and to select and format information in accordance with the preferences;
 - a printer for receiving the formatted information from the publication server and printing the information in a document with at least one interactive element to enable a user to indicate a response to associated information in the document; and
 - a sensing device used to indicate the response and adapted to transmit response data to the computer system.

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in the document on the basis of the content preferences.

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providing the advertising material to the publication server.

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28. A system as claimed in claim 27, wherein the sensing device senses its own

movement relative to the document using the coded data.

29. A system as claimed in claim 20, wherein the sensing device includes an identification code specific to a particular user and the computer system is arranged to
5 monitor the use of the sensing device.

30. A system as claimed in claim 20, wherein the sensing device includes a marking nib.

10 31. A system as claimed in claim 20, wherein the document is printed on a surface of a surface-defining structure and wherein the printer prints the document on demand.

32. A system as claimed in claim 26, wherein the printer is arranged to print the coded data at the same time as printing the document on a surface-defining structure.

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33. A system as claimed in claim 26, wherein the coded data is substantially invisible in the visible spectrum.

34. A system as claimed in claim 26, including a database for keeping a retrievable
20 record of each document generated, each document being retrievable by using its identity, as included in its coded data.

35. A system as claimed in claim 20, wherein the printer includes a binding means for binding the document in the event the document includes a plurality of pages.